

## ABSTRACT OF THE DISCLOSURE

The invention provides a driving method for an electro-optical apparatus, the electro-optical apparatus, and electronic equipment in which unevenness of luminance in the vertical direction can be controlled. A data signal is written to pixels in a first sub field SF1 and a non-data signal, having the same polarity as the data signal, and of the maximum voltage is written to the pixels in a second sub field SF2 in each frame. When proceeding from SF1 to SF2, variations in potential applied to each signal line can be decreased, and the amount of leakage of each pixel electrode potential is reduced. After having obtained a black display (in the case of a normally white mode) by writing the non-data signal, a data signal having the opposite polarity from the data signal in the previous frame is written to the pixels. Since a black display is in the stable area of a V-T curve of the liquid crystal, and variations in transmittance ratio can be small even when the voltage is varied to some extent, variations in transmittance rate of the liquid crystal at the each pixel, that is, unevenness of luminance when proceeding from the SF2 to the subsequent frame SF1 is small.